

**Report to the 124<sup>th</sup> Maine Legislature**

**State Treasurer's Council on  
Financial Literacy**



**2008 Grant Awards for Programs Supporting  
the Financial Education of Maine Residents**

**January 2009**

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## **Executive Summary**

In June 2007, the Governor signed L.D. 216, “Resolve, to Establish a Council on Financial Literacy and Create a Financial Literacy Matching Grant Program.” L.D. 216’s purpose, as stated in the legislation, is:

To encourage and support projects and programs offered by public entities and private not-for-profit entities that seek to inform and educate Maine residents, especially students, on the management of their personal finances; and be it further that the purpose of the council must be carried out through administration of a financial literacy matching grant program for the benefit of Maine residents.

The Legislature attached \$50,000 in non-tax public funds for grant awards for FY 2008. An additional \$50,000 was approved for the same purpose for FY 2009.

The program is not expected to continue beyond the 2009 grants cycle.

L.D. 216 is administered through the Office of the State Treasurer. The State Treasurer, who is tasked with chairing the Council on Financial Literacy, recruited additional Council members. As outlined in the legislation, additional members include: one member of the Senate appointed by the President of the Senate, one member of the House of Representatives appointed by the Speaker of the House, a business person, a Maine high school student, a Maine college student, a banker, a credit union officer, a Maine investment advisor, a Maine public school teacher, and a member of the public. Council members are identified in Addendum B.

The Council convened for an initial organizational meeting on November 9, 2007. At that meeting, the Council reviewed and approved a Request for Proposal (RFP) soliciting applications from public and non-profit entities seeking to carry out financial literacy programs to benefit Maine residents.

The RFP was subsequently advertised and the Council received fifteen (15) applications for grant awards shortly thereafter.

The Council met again on February 20, 2008 to vote on the applications for awards. After consensus review, the Council awarded \$50,000 across eight programs. Each program was required to submit an evaluation report by December 1, 2008 on how their grant had been used.

Below is a chart followed by descriptions of each of the eight programs:

<i><b>State Treasurer's Council on Financial Literacy – 2008 Grant Awards</b></i>		
<u><b>Organization</b></u>	<u><b>Program</b></u>	<u><b>Grant Award</b></u>
Jobs for Maine's Graduates	Opportunity Passport	\$10,000
Institute for Financial Literacy	Maine Teachers Take FLITE	\$10,000
Coastal Enterprises, Inc.	Be Money Smart	\$7,000
Phoenix Foundation	Leadership Training Program	\$7,000
Junior Achievement of Maine	Economics for Success	\$7,000
Consumer Credit Counseling Services	Money Bunny, Money and Me, Brownie Wants a Bike, Etc.	\$3,000
Women, Work and Community	Making the Most of Your Money, Budgeting for College, Etc.	\$3,000
Good Will-Hinckley	Youth Empowerment Through Employment	\$3,000

\$10,000 grant awardees:

- **Jobs for Maine's Graduates** is a private nonprofit that provides drop-out prevention and school-to-work transition services for at-risk youth. JMG used its grant to support a three-year ramp up strategic plan to incorporate financial literacy into its entire core curriculum. 2,500 Maine high school students and 135 youth from the foster care system participated in JMG's financial literacy initiative during the 2007-2008 academic year.
- **Institute for Financial Literacy** is a nonprofit organization whose mission is to make effective financial literacy education available to all adults. The Institute provided training to Maine high school teachers leading to a professional certification in financial literacy instructional techniques for the classroom. 32 teachers received the certification in 2008, and approximately 10,000 K-12 students will benefit over a three-year period.

\$7,000 grant awardees:

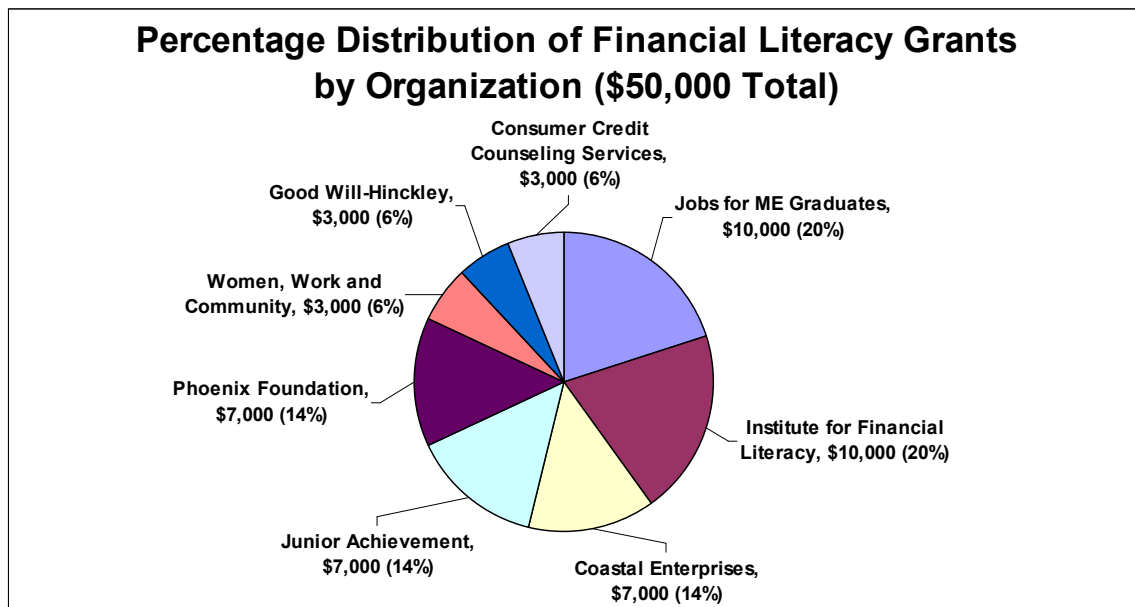
- **Coastal Enterprises, Inc.** is a private, nonprofit community development corporation founded to create social and economic opportunities for people, businesses and communities of Maine. CEI's grant was intended to help the organization reach out to refugees who have settled in Maine. CEI experienced some unforeseen obstacles in implementing its "Be Money Smart" program, intended to enable refugees to enroll in Individual Development Accounts (IDAs) offered by the US Office of Refugee Resettlement. IDAs allow for the start-up of a business, pursuit of education or the purchase of a house. CEI has been granted an extension and will deliver a full report on its grant by December 1, 2009.
- **Phoenix Foundation** is a Maine-based private nonprofit foundation dedicated to the advancement of progressive social change. The organization worked with 92 high school students in Cumberland and York counties through November 2008 in a values-based leadership program that stresses personal financial management as a core life skill. The overall program goal is to reach approximately 200 students in southern Maine.
- **Junior Achievement of Maine** is a nonprofit organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs. Junior Achievement delivered its *Economics for Success* program to over 300 K-12 students throughout the state.

\$3,000 grant awardees:

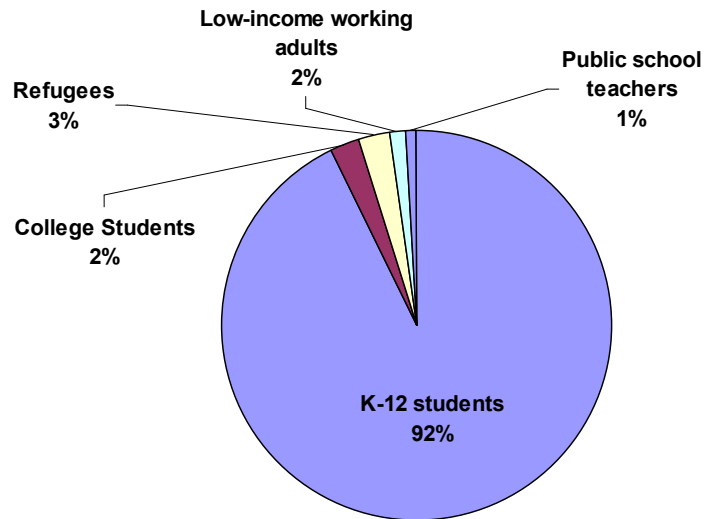
- **Consumer Credit Counseling Services** is a nonprofit community service organization dedicated to helping people with money problems. CCCS delivered tested, grade-appropriate financial education programming to 561 K-12 students in Cumberland, Kennebec and Knox counties.
- **Women, Work and Community** is a nonprofit committed to improving the economic lives of Maine women and their families. The organization worked with 61 low-income working adults in rural Maine through its *Financing Your Future* program.
- **Good Will-Hinckley** is an organization dedicated to providing growth opportunities to disadvantaged Maine youth. The organization intended to use its grant to target 25 at-risk teenagers in the Waterville area and work with them to integrate personal finance skills into their lives as part of a broader life skills development effort. Due to unforeseen delays in implementing the program, Good Will-Hinckley has been granted an extension and will submit a final report by June 1, 2009.

### **Highlights of 2008 grant making program**

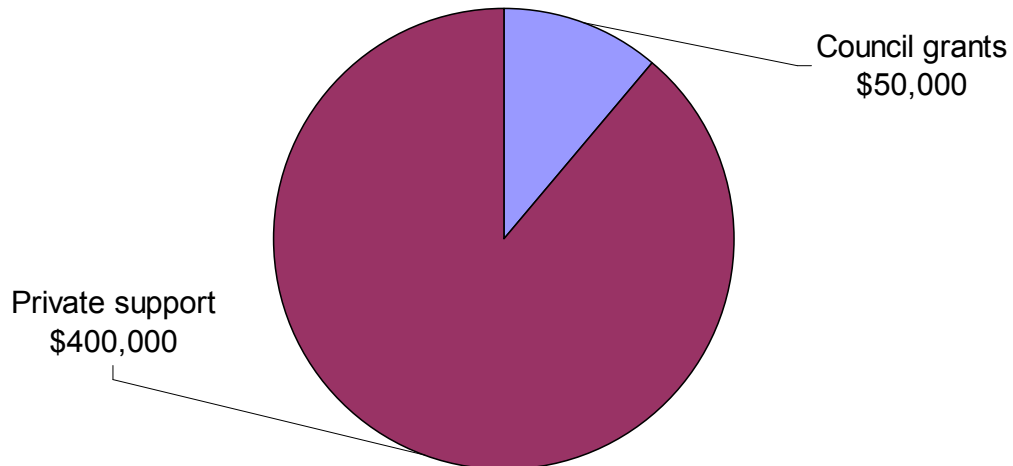
- Council awarded \$50,000 in public non-tax funds through a competitive application process.
- Council grant awards leveraged approximately \$400,000 in existing private support for successful applicants.
- Per statute, majority of Council support went to programs targeting youth and students, thus helping Maine residents enter adulthood with increased knowledge for more informed financial decision-making.
- Council support targeted additional needy populations such as low-income working adults and refugees.
- Council supported programs that will reach residents throughout every region of Maine.



### Percentage Distribution of Financial Literacy Grants by Populations Served



### Private funding leveraged by Council grants



***Grant awardees were required to submit evaluation reports by December 1, 2008. Below are the key findings of these reports.***

### **Key findings**

- Five (5) of the eight (8) grant award recipients reported that they met or exceeded program expectations. Two (2) of the grant award recipients experienced obstacles to program implementation, resulting in the allowance of time extensions in order for these organizations to successfully use their grants. One (1) grant recipient reported that it did not achieve its expectations.
- The majority of awardees who received grants of a lesser amount than they originally requested were successful in adapting their budgets in order to carry out program objectives.
- The new financial literacy benchmark incorporated into the revised Maine Learning Results (2007) does not yet appear to have prompted Maine teachers to seek out financial literacy professional development opportunities *en masse*.
- Several grants funded start-up or pilot projects that had to readjust expectations as they sought to implement their programs.
- The long-term impact of the ongoing credit crisis on individual money management skills is not yet clear.



### **Key quotes**

*“Funding received allowed CCCS to continue an ongoing financial education effort to students kindergarten through college. Visiting the same schools and same students year after year allows CCCS to deliver financial education on a consistent basis, which increases retention and understanding of the materials presented...The (Council on Financial Literacy’s) grant enabled CCCS to bridge the gap between existing resources and an upcoming expanded volunteer program, funded by a grant from Bank of America. The grant will increase the number of community educators in our state, thereby creating a sustainable, low cost method for delivering our school programs.”*

- Consumer Credit Counseling Services

*“The grant allowed us to create a working partnership with Saco & Biddeford Savings Institution to create a true community project. The grant facilitated the partnership and provided the necessary funding to properly staff, create and present the programs...The principal of the Biddeford high School reported to the School Board of the overwhelming success of the program. He also indicated that the school administrators are now having dialogue surrounding how to expand the program to all juniors and seniors.”*

- Phoenix Foundation

*“It was anticipated the 2008 implementation of the financial literacy standards in the Maine Learning Results would create interest for financial literacy-related programming and some sense of urgency among Maine K-12 teachers. Based on this underlying assumption, a targeted email campaign conducted with the assistance of the Maine Education Association and the Maine Department of Education was expected to result in a sufficient candidate pool for the project. Unfortunately, the financial literacy standards were only one of a number of changes to the Maine Learning Results, diluting the teachers’ sense of urgency and reducing the effectiveness of the email campaign...The results of pre-program and post-program financial literacy tests also demonstrate a significant, objectively measurable increase in the financial literacy knowledge of participating teachers. These results indicate participating teachers will be able to more effectively educate their students in the area of personal finance.”*

- Institute for Financial Literacy

*“The comments received from teachers, volunteers and students, while mostly not collected in a formal manner, were universally positive...Without these funds, we would not have been able to meet the demand for all JA in a Day classes that were requested last year. The requests that came in later in the year would not have been met, had all our funding already been expended. With this grant, however, we were able to meet the larger number of classes.”*

- Junior Achievement of Maine

*“Funding that JMG received from the Treasurer’s Council on Financial Literacy was crucial in the effort to implement the program. It is safe to say that the program would not have been as successful in its first year without the grant. In addition, the grant from the Treasurer’s Council helped to leverage additional funds from private foundations, banks and businesses. Without the Treasurer’s grant, the private sector funding would have been more difficult to obtain. The grant allows JMG to create a true private-public partnership.”*

- Jobs for Maine’s Graduates

*“The purpose of this grant was to expand (our) capacity to reach low-income working individuals with financial education. The maximum we expected to serve through 2 FYF classes was 30 individuals; we did not meet that expectation as the class in Presque Isle was very small (4) and the Belfast class was not held due to lack of enrollments. Several shorter workshops did occur in the Belfast area, however, reaching 15 individuals and an additional 6 through a “train the trainer” session. A Financing Your Future class held in the Lewiston area served an additional 12 individuals including 6 from rural western Maine communities, one of the original target areas...We believe the high gas prices early this fall may have deterred people from coming to a five part class. As the economy continues to worsen, we will be paying close attention to the ability of our target market to avail themselves of our services.”*

- Women, Work and Community

*“There were several reasons for not meeting our goal as anticipated in our original proposal. They include:*

- *Unusually severe and stormy weather which resulted in cancelled orientations, outreach meetings and interviews throughout the 1<sup>st</sup> and 2<sup>nd</sup> quarters, delaying IDA enrollments;*
- *A part-time IDA Program Coordinator with additional responsibilities for CEI's Housing Counseling Program who bore the brunt of skyrocketing demand for assistance as the sub-prime mortgage market meltdown began and the rate of foreclosures increased."*

- Coastal Enterprises, Inc.

*"There were a few things that needed to happen in order for the whole project to kick off. One of which was the fundraising of enough money that would cover the costs of developing, training, teaching, and facilitating the curriculum training. The (Council) grant award was \$3,000, a part of the overall funding for a project that has been budgeted for \$32,000. It took longer than expected to raise the necessary funds to fully fund (and implement) the project."*

- Good Will-Hinckley

## **ADDENDUM A – AUTHORIZING LEGISLATION, LD 216**

RESOLVE Chapter 126, 123rd Maine State Legislature  
Resolve, To Establish the Council on Financial Literacy and Create a Financial Literacy Matching Grant Program

PLEASE NOTE: Legislative Information *cannot* perform research, provide legal advice, or interpret Maine law. For legal assistance, please contact a qualified attorney.

### **Resolve, To Establish the Council on Financial Literacy and Create a Financial Literacy Matching Grant Program**

**Sec. 1 Council established. Resolved:** That there is created the Council on Financial Literacy, referred to in this resolve as "the council," whose purpose is to encourage and support projects and programs offered by public entities and private not-for-profit entities that seek to inform and educate Maine residents, especially students, on the management of their personal finances; and be it further

**Sec. 2 Grant program. Resolved:** That the purpose of the council must be carried out through administration of a financial literacy matching grant program for the benefit of Maine residents. The program grants must be awarded by the Treasurer of State, with advice from the Director of the Office of Consumer Credit Regulation within the Department of Professional and Financial Regulation, referred to in this resolve as "the director"; and be it further

**Sec. 3 Membership. Resolved:** That the council must be chaired by the Treasurer of State. The director or a designee must be a member of the council. Other members must be selected by the Treasurer of State, and must include one member of the Senate appointed by the President of the Senate, one member of the House of Representatives appointed by the Speaker of the House, a business person, a Maine high school student, a Maine college student, a banker, a credit union officer, a Maine investment advisor, a Maine public school teacher and a member of the public; and be it further

**Sec. 4 Service without compensation. Resolved:** That members of the council serve without compensation except that Legislators are entitled to receive the legislative per diem for attendance at meetings of the council; and be it further

**Sec. 5 Additional authority. Resolved:** That the council is authorized to apply for and raise private funds to supplement its grant program; and be it further

**Sec. 6 Report. Resolved:** That the Treasurer of State shall issue a report to the Legislature no later than January 15, 2009 on the operations of the financial literacy matching grant program, including a description of the recipients of the matching grants, a description of how the funded programs have benefited Maine citizens and whether the council has been able to supplement its initial funding from other sources; and be it further

**Sec. 7 Transfer to the Financial Literacy Program. Resolved:** That, notwithstanding any other provision of law, the State Controller shall transfer \$50,000 in each of fiscal years 2007-08 and 2008-09 from the Office of Consumer Credit Regulation, Other Special Revenue Funds account in the Department of Professional and Financial Regulation to the Financial Literacy Program, Other Special Revenue Funds account in the Office of the Treasurer of State. The State Controller shall make these transfers at a time determined in consultation with the Director of the Office of Consumer Credit Regulation and the Treasurer of State; and be it further

**Sec. 8 Appropriations and allocations. Resolved:** That the following appropriations and allocations are made.

LR 726, item 1, SIGNED on 2007-06-27 - 123rd Legislature, page 1.

**ADDENDUM B - TREASURER'S COUNCIL ON FINANCIAL  
LITERACY, FY2008 MEMBERSHIP**

**David Lemoine, Chair**  
Maine State Treasurer

**William Lund, Vice Chair**  
Superintendent, Bureau of Consumer Credit Protection

**Susan Veligor, Secretary**  
Certified Financial Planner, Cornerstone Financial Planning

**John Nutting**  
State Senator

**Marilyn Canavan**  
State Representative

**Sarah Crocket**  
Maranacook High School student

**Randi Arsenault**  
Colby College student

**Cathy McKelway**  
Vice President, Northeast Bank (retired)

**Scott Harriman**  
Officer, Cumberland County FCU

**Kelly Littlefield**  
Old Orchard Beach school teacher

**Kathy Crossman**  
Vice President, United Way of Eastern Maine

**David Brenerman**  
Asst. Vice President, UNUM

**ADDENDUM C – FY08 REQUEST FOR PROPOSAL (RFP)**



STATE OF MAINE

**OFFICE OF THE STATE TREASURER**

**Treasurer's Council on Financial Literacy**

**REQUEST FOR PROPOSAL (RFP) FOR  
FINANCIAL LITERACY PROGRAMS AND PROJECTS**

**RFP # 200710058**

*Direct Questions to:*  
Kevin Z. Thurston  
Director of Special Projects  
Office of the State Treasurer  
39 State House Station  
Augusta, ME 04333-0039  
kevin.thurston@maine.gov

*Deliver Proposal to:*  
Division of Purchases  
111 Sewall Street  
9 State House Station  
Burton Cross Building, 4<sup>th</sup> Floor  
Augusta, ME 04330

## Overview

The Maine State Treasurer's Council on Financial Literacy (the "Council") is requesting proposals from public entities and nonprofit entities that seek to implement programs and projects designed to inform and educate Maine residents on the management of their personal finances. The Council has been tasked by the Legislature to award \$50,000 to said projects and programs. The Council will award grants of up to \$10,000 to support financial literacy initiatives for the benefit of Maine residents. Successful proposals must use grant award and submit a program/project evaluation report to the Council by December 1, 2008. **Proposals are due at the Division of Purchases by January 31, 2008 no later than 2:00 p.m. local time. No late proposals will be accepted.**

### 1. Criteria for Selection

The criteria to be considered by the Council in evaluating the proposals will include the following:

- Qualifications, expertise and experience of respondents' personnel in providing financial literacy education and training (25%)
- The ability to provide the requested services (25%)
  - Innovative/creative approaches
  - Flexibility to adapt and implement program/project if respondent is offered grant award that is less than requested amount
- Number of students or residents reached (10%)
- Quality of previous service of a similar nature (10%)
- Ability to match grant with other funds and leverage grant to enhance complementary initiatives (30%)

### 2. Format for Proposals

Please format your response to this request to match the following order to facilitate comparisons between respondents. The responses must be clear and concise. There should be no excess information in the responses. Any supporting information that the respondent feels may be helpful can be included following the formatted reply:

1. Please state the respondent organization's name and address.

2. Please provide the name, position, address, and telephone number of the person completing this RFP.
3. Please identify how long the respondent organization has been in existence, its status as either a public or nonprofit organization, and provide brief overview of the organization, including its clients, history and similar programs implemented.
4. Please identify the specific individuals who will deliver the program or project. Include their experience in the field of financial literacy.
5. Please identify your target audience (Students K-12? College students? Senior citizens? Minorities? Other?). What and how many Maine residents will be reached through your program/project? What geographic area will you cover?
6. Please provide your curriculum for your target audience and describe how the curriculum was developed, including any research conducted.
7. If applicable, please describe how the program/project is particularly innovative and creative (including the use of technology, for example) in reaching its target audience.
8. If applicable, please explain how the grant will leverage/impact complementary initiatives.
9. Please identify existing funding that the grant will match.
10. Please describe how the applicant intends to evaluate the quality of the program/project and measure results.
11. Please provide at least two references with contact information.
12. Has organization ever been subject to a lawsuit? If so, please describe.
13. Does the organization have an equal rights policy? If so, please attach.
14. Would the organization be willing to post a bond for non-performance?
15. Please indicate the size of the grant award you are seeking, bearing in mind award may not exceed \$10,000.
16. Please indicate if you are flexible to scale down the scope of your project should you receive a grant of a lesser amount than the amount for which you applied.



17. Please provide a budget with itemized costs and anticipated revenues.
18. Please describe how you will keep your program going after the grant award is used.

### **3. Requirements for Submitting Proposals**

**A. Acceptance of Standard State of Maine Contract Terms**  
(Please review sample BP54 attachment)

**B. Written Questions and Answers**

Questions about this RFP may be directed in writing to:

**Kevin Z. Thurston  
Director of Special Projects  
Office of the Treasurer of State  
39 State House Station  
Augusta, ME 04333-0039  
Or via Fax  
207-287-2367**

The deadline for written questions is 4:00 pm local time, Friday, December 28, 2007. The questions and answers will be forwarded to all potential bidders who have requested a copy of the RFP. The answers will be mailed no later than January 10, 2008. Only those answers received in writing will be considered binding.

**C. Deadline for Submitting Proposals**

Please provide fifteen (15) copies of the organization's response to this RFP. They must be received no later than 2:00 pm local time on **Thursday, January 31, 2008** at the Division of Purchases. Packages must be clearly marked **Financial Literacy Grant Proposal** and addressed as shown below. No fax transmittals will be accepted.

**Division of Purchases  
111 Sewall Street  
9 State House Station  
Burton Cross Building, 4<sup>th</sup> Floor  
Augusta, ME 04330**

If needed the schedule will be as follows:

- RFPs mailed starting **Thursday, December 6, 2007**
- Deadline for questions **Friday, December 28, 2008**
- Questions answered and mailed by **Thursday, January 10, 2008**
- **Proposals Due** **Thursday, January 31, 2008**

All materials submitted in response to this solicitation become the property of the Office of the Treasurer of State and, by statute, will become public record.